

Station	WPGH-TV PITTSBURGH, PA	Agency	() LUC MEDIA	Rep Firm	
Advertiser	() POLITICAL		25 WHITLOCK PLACE SW, 2ND FL	Sales Office	() WASHINGTON
Product	MARK CRITZ FOR CONGR		MARIETTA, GA 30064	Salesperson	() KATHRYN SARDINSKY
Estimate#	2431	Agency C/P1/P2/E	//2431		
Buyer	AMY MILLS	Flight Dates	10/08/2012 - 10/14/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

***** Contract Coversheet *****

V3 9/22 SEE LNS 10,11,18 FOR NA/MG

PLS CF -THANKS -KAT (NT \$8975)

V7 10/18 SEE LNS 1-18 FOR LURS & 2/16 CREDITS

OT :\$8975

RT: \$4490

THANKS

Last Received: 10/18/2012 6:48 PM
Showing Buylines: All Lines

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--- CONTRACT COMMENT ---

CRITZ FOR CD-12 NEEDS 20 MIN SEP *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	10/08-10/08	10P-1030P	10P NEWS	:30	\$450.00	M	1	1	1	\$450.00
	Buyline Comment: CAN'T RUN AFTER MLB									
2	10/11-10/11	10P-1030P	10P NEWS	:30	\$745.00	TH	0	0	0	\$0.00
	Buyline Comment: CAN'T RUN AFTER MLB									
3	10/10-10/10	6P-630P	BIG BANG THEORY	:30	\$350.00	W	1	1	1	\$350.00
4	10/12-10/12	6P-630P	BIG BANG THEORY	:30	\$350.00	F	1	1	1	\$350.00
5	10/09-10/09	630P-7P	TWO & A HALF MEN	:30	\$300.00	TU	1	1	1	\$300.00
6	10/11-10/11	630P-7P	TWO & A HALF MEN	:30	\$300.00	TH	1	1	1	\$300.00
7	10/08-10/08	7P-730P	BIG BANG THEORY	:30	\$580.00	M	1	1	1	\$580.00
8	10/10-10/10	7P-730P	BIG BANG THEORY	:30	\$580.00	W	1	1	1	\$580.00
9	10/12-10/12	730P-8P	TWO & A HALF MEN	:30	\$450.00	F	1	1	1	\$450.00
10	10/13-10/13	7P-730P	BIG BANG THEORY	:30	\$295.00	SA	0	0	0	\$0.00
	[MADE-GOOD BY LINE(S) 18]									

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18	10/08-10/12	11P-1130P	SEINFELD	:30	\$150.00	M,W,F	3	1	3	\$450.00
	Buyline Comment: BETWEE CLASS 2 & 3 [MKGD FOR SPOTS MISSED ON LN #10: 10/13(1/WK), MKGD FOR SPOTS MISSED ON LN #11: 10/13(1/WK)]									
11	10/13-10/13	730P-8P	TWO & A HALF MEN	:30	\$295.00	SA	0	0	0	\$0.00
	[MADE-GOOD BY LINE(S) 18]									
12	10/10-10/10	1P-2P	DIVORCE COURT	:30	\$40.00	W	1	1	1	\$40.00
13	10/12-10/12	1P-2P	DIVORCE COURT	:30	\$40.00	F	1	1	1	\$40.00
14	10/08-10/09	2P-3P	JUDGE JOE BROWN	:30	\$50.00	M-TU	2	1	2	\$100.00
	Buyline Comment: 1X PER DAY									
15	10/11-10/11	2P-3P	JUDGE JOE BROWN	:30	\$50.00	TH	1	1	1	\$50.00
16	10/14-10/14	10P-1045P	10P NEWS	:30	\$450.00	SU	0	0	0	\$0.00
	Buyline Comment: CAN'T RUN AFTER MLB									
17	10/09-10/09	730P-8P	TWO & A HALF MEN	:30	\$450.00	TU	1	1	1	\$450.00

---REPORT TOTALS---

Report Totals: 17 / \$4,490.00

---SALES MONTHLY TOTALS---

Oct 12: 17 / \$4,490.00
Sales Totals: 17 / \$4,490.00
Station Totals: 17 / \$4,490.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$74,833	CABL	0%	KDKA	32%	UNKN	0%	WPCW	2%	WPGH	6%
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WPMY 0%

WPXI 35%

WTAE 25%

---COMPETITIVE COMMENTS---

WPGH = 9195
WTAE = 37675
WPXI = 53785
KDKA = 49270
WPCW = 2240
TTL = 152165

Books null
Demos RA35+